

## Context

Context is everything that "surrounds" a work of art.  
 Who made it.  
 In what circumstances was it made.  
 How was it made.  
 Why was it made.  
 What tools were used to make it.

The artist's background and experience  
 can influence the work's meaning.  
 The work's history and the way it  
 was received can also influence its  
 interpretation.



What is the "medium" of New Media?



2 Questions

Components

Marshall's Interaction

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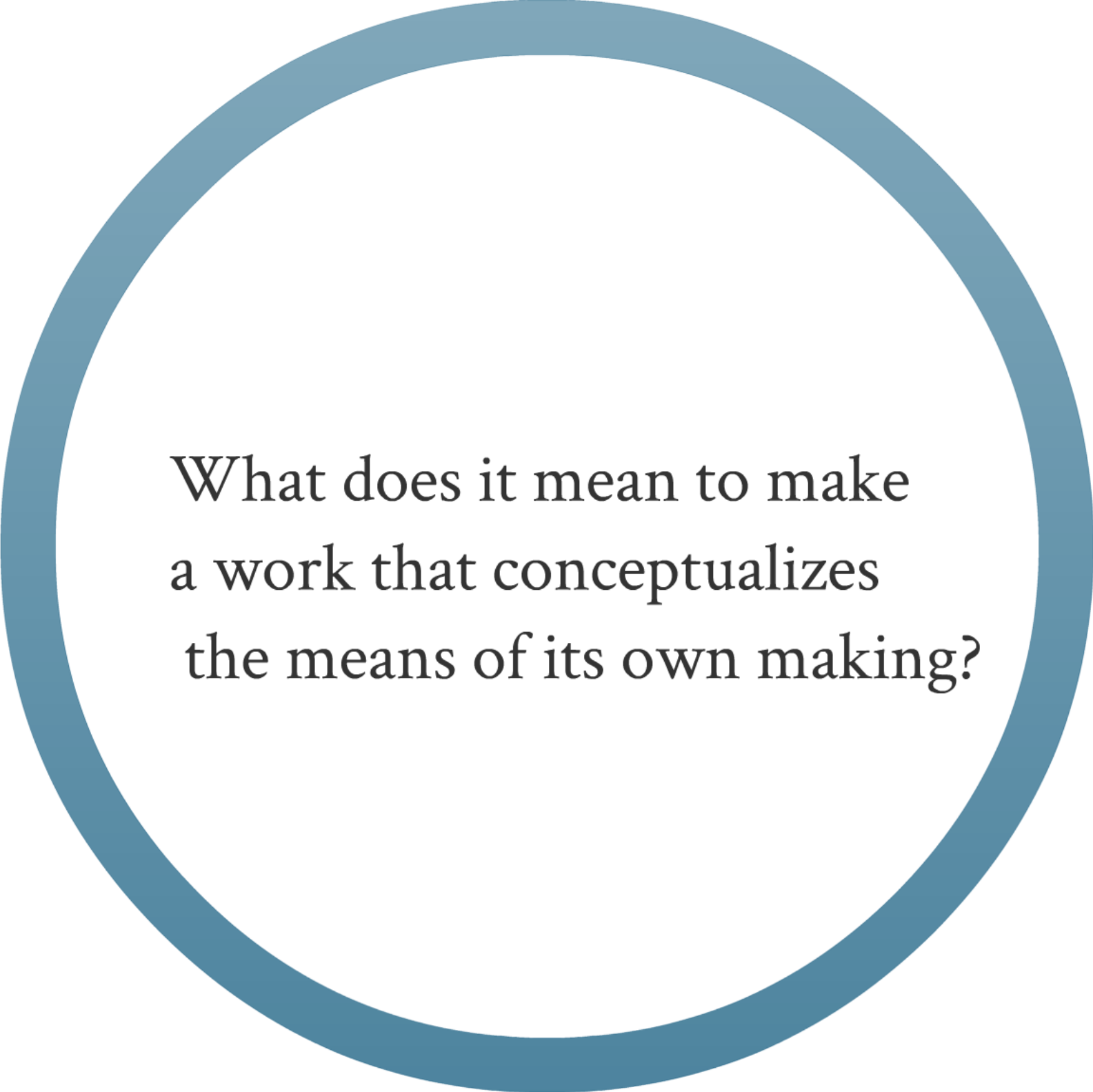
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**2 Questions**

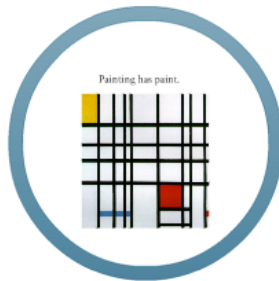


What is New Media made of?

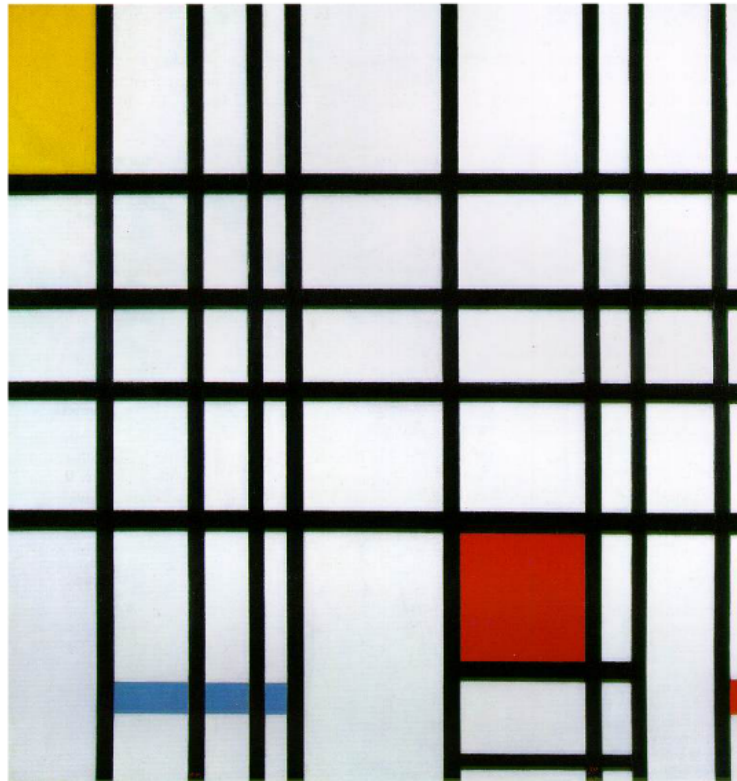


What does it mean to make  
a work that conceptualizes  
the means of its own making?

# What is the "medium" of New Media?



Painting has paint.



Sculpture has form and  
space



New Media has...





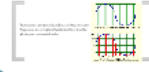
**Can't name it?**

Describe it!

# Components Manovich's Principles

## Numerical Representation

Can be described in numbers. Can be manipulated mathematically. Created on computer, starts digital. Created with analog media, can be digitized.



## Modularity

New Media objects are made up of distinct parts that can be changed independently without affecting the whole. For example, a video can be edited to remove a segment without affecting the rest of the video. This is possible because the video is made up of modular objects.

## Automation

Automated representations and structures facilitate the creation of new media. For example, a video can be automatically generated from a script. This is possible because the video is made up of modular objects.

## Variability

New Media objects are not fixed. They are variable. For example, a video can be edited to remove a segment without affecting the rest of the video. This is possible because the video is made up of modular objects.

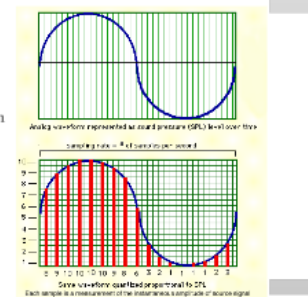
## Transcoding

Making New Media objects requires transcoding into digital. Analog objects have a cultural layer recognizable as objects and types. Digital structure of arrays, records and lists.

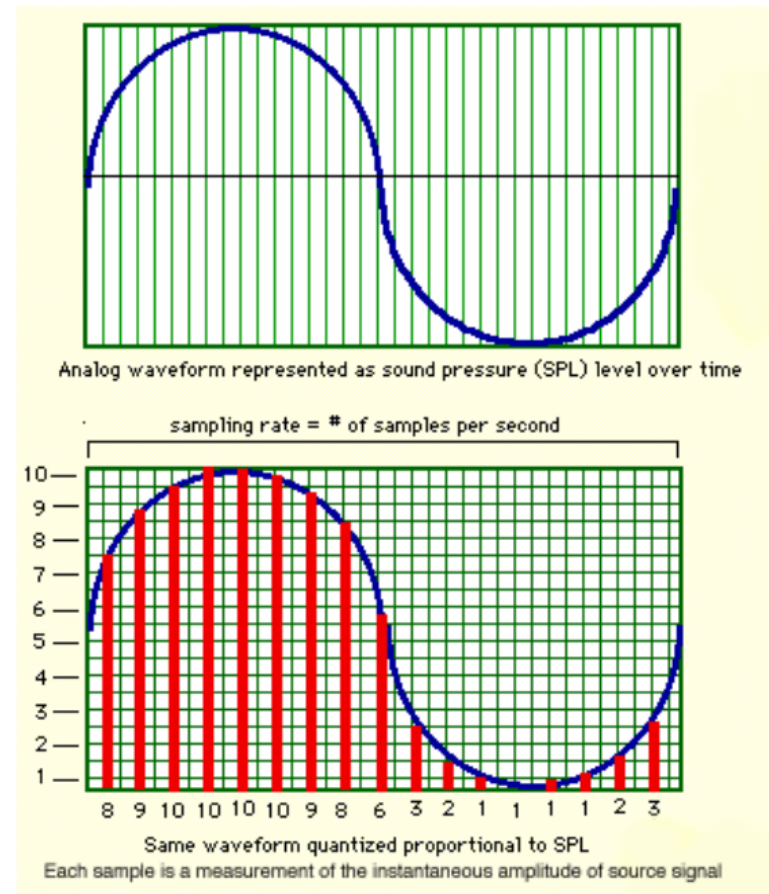
# Numerical Representation

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Digitization consists of Sampling and Quantization  
Frequency of a sample is Resolution Quantized by  
placing on a numerical scale.



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# Modularity

Many New Media objects are made up of distinct parts  
Each part can be changed independently, without necessarily changing the whole.

Ex. an image on a web page

This type of modularity is similar to structured computer programming used to create the tools used to make new media objects

# Automation

Numerical representation and modularity facilitate automation. Ex.-Filters in PhotoShop, Video generators in Motion, Websites generated by search query, AI in games

# Variability

New Media objects are not fixed  
Possibility of exact copies gives rise to possibility  
of change and experimentation.  
Production on demand  
Interactivity

# Transcoding

Making New Media objects requires transcoding into digital abstraction  
Objects have cultural layer-recognizable structure of objects and tropes- and computer layer-digital structure of arrays, records and lists



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What does it mean to make a work that conceptualizes the  
means of its own making?

in other words,  
what makes new media art Art?

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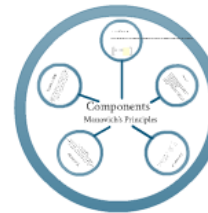


There are actually only two independent effects:  
1. The work itself (the work of art) and  
2. The context (the circumstances of its creation and reception).

What is the "medium" of New Media?



2 Questions



What does it mean to make a work of art in a digital medium?

In other words:  
What does it mean to be a digital artist?

# Context

Context is everything that "surrounds" a work of art.

Who made it,

In what circumstances was it made.

How was it made.

Why was it made.

What tools were used to make it.

These contexts help guide our understanding of how a work can be interpreted, what is influencing our interpretation, and (hopefully) help us to apply the structure of that understanding to other things and situation in our world.



What are some of the contexts of "Creation of Adam"?



Religious  
Political  
Cultural

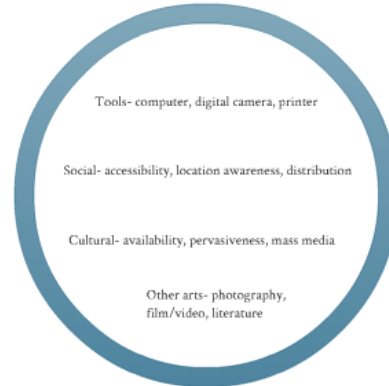
Can also be read in context of  
contemporary culture





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# What are some contexts of New Media Art?





Tools- computer, digital camera, printer

Social- accessibility, location awareness, distribution

Cultural- availability, pervasiveness, mass media

Other arts- photography,  
film/video, literature